

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 1-15. (Cancelled)

1 16. (Currently Amended) A method for providing access to interactive features of

2 electronic program guides (EPGs) from within broadcast advertisements, comprising:

3 receiving broadcast audio and video content along with a promotional metadata file

4 associated with the broadcast audio and video content, the promotional metadata file

5 including a plurality of data items, the data items including a promotion type, the promotion

6 type including at least one of: a purchasable event or an interactive advertisement;

7 storing the promotional metadata file and parse the promotional metadata file;

8 receiving a user selection to view the promotion type of the promotional metadata
9 file;

10 presenting the ~~interactive advertisement~~ promotion type to the user, the ~~interactive~~

11 ~~advertisement~~ promotion type including a selectable option for the user to store the

12 ~~interactive advertisement~~ promotion type on a user-defined storage device for future viewing,

13 during presentation of the ~~interactive advertisement~~ promotion type;

14 receiving a user selection to store the ~~interactive advertisement~~ promotion type for

15 future viewing of the ~~interactive advertisement~~ promotion type on the storage device; and

16 storing the ~~interactive advertisement~~ promotion type for future viewing of the

17 interactive advertisement on the storage device.

1 17. (Currently Amended) The method of claim 16, further comprising:
2 presenting a ~~promotion~~ the promotion type based on at least a portion of the data
3 items;
4 receiving a selection of the promotion type;
5 collecting payment information, if the promotion type is the purchasable event; and
6 presenting a full screen of the promotion type, when the promotion type is the
7 interactive advertisement.

1 18. (Currently Amended) The method of claim 17, wherein a plurality of
2 ~~promotions~~ promotion type is interspersed among the broadcast audio and video content.

1 19. (Currently Amended) The method of claim 17, further comprising:
2 presenting the promotion type within an electronic program guide (EPG), when the
3 promotion type is the interactive advertisement.

1 20. (Previously presented) The method of claim 16, wherein the data items
2 include a web action and a web address and further comprising:
3 receiving a selection of the web action; and
4 providing access to a web page associated with the web address.

1 21. (Previously presented) The method of claim 20, wherein the web page
2 is displayed in a picture-in-picture (PIP) window.

1 22. (Currently Amended) The method of claim 17, wherein the data items include
2 a show date, a show time, and a tune action; and further comprising:
3 determining whether the promotion type is ~~for an~~ a programming event that is
4 presently playing using the data items, the data items including a show date and a show time;
5 setting a reminder, when a program reminder is selected and the programming event
6 is not presently playing; and
7 tuning to the programming event, when the programming event is presently playing
8 and the program reminder is not selected.

1 23. (Currently Amended) The method of claim 22, further comprising:
2 setting a recording device, when the programming event is not presently playing and
3 the program reminder is not selected.

1 24. (Currently Amended) The method of claim 16, further comprising:
2 storing a plurality of ~~promotions~~ promotion types; and
3 presenting the stored ~~promotions~~ promotion types.

1 25. (Previously presented) The method of claim 16, wherein the data items
2 are selected from the following: a product identifier, an EPG action, a force tune channel
3 identifier, timing information, a network, a price, a synopsis, and an advertisement identifier.

1 26. (Previously presented) The method of claim 25, wherein the EPG
2 action is selected from the following: a tune action, a reminder action, a web action, a pay-
3 per-view purchase, a store action, and a record action.

1 27. (Currently Amended) A set top terminal for providing access to interactive
2 features of electronic program guides (EPGs) from within broadcast advertisements,
3 comprising:
4 a network interface to receive broadcast audio and video content along with at least
5 one promotional metadata file associated with the broadcast audio and video content from a
6 distribution network;
7 a promotional metadata storage to store the promotional metadata file, the
8 promotional metadata file including a plurality of data items, the data items including a
9 promotion type and an EPG action, the promotion type including at least one of: a
10 purchasable event or an interactive advertisement;
11 a presentation component to provide a presentation and a plurality of navigation tools,
12 the presentation including the broadcast audio and video content, at least one EPG, and at
13 least one promotion type, the promotion type being based on at least a portion of the data
14 items;
15 a display interface for receiving a user selection to view the promotion type, and in
16 response thereto, to present the presentation and navigation tools on a display device;
17 a user-defined storage device for storing the ~~interactive-advertisement~~ promotion
18 type, when the user selects an option to store the ~~interactive-advertisement~~ promotion type
19 for future viewing, during the presentation of the ~~interactive-advertisement~~ promotion type;
20 and
21 a digital video recorder for future viewing of the stored ~~interactive-advertisement~~
22 promotion type by the user;

23 wherein the navigation tools provide interaction with the EPG action within the
24 promotion type.

1 28. (Currently Amended) The set top terminal of claim 27, wherein the
2 presentation includes a full screen of the promotion type, when the promotion type is the
3 interactive advertisement.

1 29. (Currently Amended) The set top terminal of claim 28, wherein the
2 presentation includes a plurality of ~~promotions~~ promotion types that are interspersed among
3 the broadcast audio and video content.

1 30. (Currently Amended) The set top terminal of claim 27, wherein the
2 presentation includes the promotion type within an electronic program guide (EPG), when
3 the promotion type is the interactive advertisement.

1 31. (Previously presented) The set top terminal of claim 27, wherein the
2 data items include at least one data item selected from the following: a product identifier, an
3 EPG action, a force tune channel identifier, timing information, a network, a price, a
4 synopsis, and an advertisement identifier.

1 32. (Previously presented) The set top terminal of claim 27, wherein the
2 EPG action is selected from the following: a tune action, a reminder action, a web action, a
3 pay-per-view purchase, a store action, and a record action.